

### **Personal demographic questions**

1. *Which age group do you fall under?*  
35-44
2. *What motivates you to help other people*  
Someone needs help.
3. *What is your current occupation?*  
Master student
4. *Have you previously donated or volunteered for a charitable organization?*  
Yes, both

### **Background questions**

1. *Approximately how many hours per day do you spend on the internet, including web browsing, and mobile at work and at home?*  
7hr
2. *What device are you often on and for what purposes?*  
Mobile, laptop for news and social media
3. *Think of your favorite website, what are some attributes that you like about it?*  
Fox, news site. Simple

### **Open-ended questions**

1. *What are your first impressions on the look and feel the websites?*
  - Just 3 colors, so it is not busy
  - Hero image (Video) is ok. Slow.
  - Some pictures should be sharper ("Our impact", "Leap Heroes")
  - numbers are great
  - "Join our mission" is good
2. *How do you feel about the navigation of the website?*
  - Pretty smooth
3. *What do you think is the purpose of the site?*
  - Giving information about how to donate to specific children

### **Donor tasks**

1. *You would like to start fundraising at YesLiberia. Please start that process, you can stop before submitting it*

Task completed

- Less clear. Wasn't sure where to go
- Actual sign to start fundraising is required.

-“How to Help” should have drop down menu

2. *You would like to know more about YesLiberia. What is the mission of YesLiberia?*

Task completed

-Easy. Straight forward